

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **TORONTO**

**January 15<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- Close to three quarters approve of the job Bonnie Crombie is doing as mayor (72%) and this puts her close to Hazel McCallion levels of approval.
- Two thirds of the voters in Mississauga are happy with the recent election outcome in the city (67%).
- Almost half the voters in Mississauga approve of Mayor Crombie's \$3.8 billion transit plan (45%).
- One third of Mississauga voters agree the city can afford \$3.8 billion for transit (34%), whereas more than 4-in-10 disagree.
- "Despite the relatively high enthusiasm for what, at first glance, appears to be a hugely expensive project, the very size of the price tag has the effect of muting enthusiasm, despite the perceived need for transit," said Forum Research President, Dr. Lorne Bozinoff.

## **FOR IMMEDIATE RELEASE**

### **High approval for Crombie as mayor**

#### **Close to half approve of \$3.8 billion transit plan**

TORONTO January 15<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 845 voters in Mississauga, close to three quarters approve of the job Bonnie Crombie is doing as mayor (72%) and this puts her close to Hazel McCallion levels of approval. Approval is characteristic of the oldest (82%), females (76%) rather than males (67%), provincial Liberal voters (81%) in the southeast corner of the city (77%).

#### **Two thirds happy with mayoral election outcome**

Two thirds of the voters in Mississauga are happy with the recent election outcome in the city (67%), especially among the younger and oldest (75% each), the least wealthy (77%), provincial Liberals (75%) and, of course, among Bonnie Crombie voters (94%).

#### **Close to half approve of \$3.8 Billion transit plan**

Almost half the voters in Mississauga approve of Mayor Crombie's \$3.8 billion transit plan (45%), while about one third disapprove (32%). Three-in-ten don't have an opinion on the issue (29%).

#### **Just one third agree city can afford \$3.8 billion for transit**

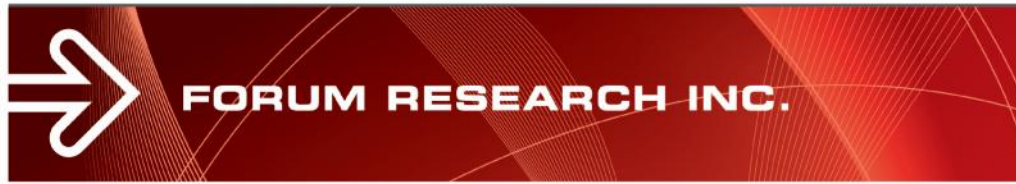
One third of Mississauga voters agree the city can afford \$3.8 billion for transit (34%), whereas more than 4-in-10 disagree. One quarter don't share an opinion (24%).

"Despite the relatively high enthusiasm for what, at first glance, appears to be a hugely expensive project, the very size of the price tag has the effect of muting enthusiasm, despite the perceived need for transit," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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**Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 845 randomly selected voters Mississauga, Ontario. The poll was conducted on January 15<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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## **Crombie Approval**

*'Do you approve or disapprove of the job Bonnie Crombie is doing as mayor?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	845	70	110	217	214	234	387	458
Approve	72	63	74	74	76	82	67	76
Disapprove	28	37	26	26	24	18	33	24

### **Mayoral Vote Preference**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Some other candidate	Undecided
Sample	845	344	499	201	22	0
Approve	72	68	74	86	41	0
Disapprove	28	32	26	14	59	0

### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	845	219	379	72	21	34
Approve	72	66	81	64	59	66
Disapprove	28	34	19	36	41	34

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	845	64	137	103	93	112	154
Approve	72	66	72	73	76	70	73
Disapprove	28	34	28	27	24	30	27

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**January 15<sup>th</sup>, 2015**

**Mayoral Election Outcome**

*'Are you happy or unhappy with the outcome of the mayoral election in October, 2014?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	845	70	110	217	214	234	387	458
Happy with the outcome	67	54	75	69	74	75	66	69
Unhappy with the outcome	25	33	19	23	21	21	26	23
Don't know	8	13	6	7	5	4	8	8

**Mayoral Vote Preference**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Some other candidate	Undecided
Sample	845	344	499	201	22	0
Happy with the outcome	67	62	69	85	29	0
Unhappy with the outcome	25	29	24	11	51	0
Don't know	8	10	6	3	20	0

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	845	219	379	72	21	34
Happy with the outcome	67	62	75	60	56	67
Unhappy with the outcome	25	31	19	27	44	28
Don't know	8	7	6	13	0	4

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	845	64	137	103	93	112	154
Happy with the outcome	67	77	66	67	69	60	69
Unhappy with the outcome	25	17	21	19	21	35	26
Don't know	8	5	13	14	10	5	4

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***Transit Plan Approval***

*'Mayor Crombie has proposed a plan for transit in Mississauga which will cost about \$3.8 billion dollars. Do you approve or disapprove of this transit plan?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	845	70	110	217	214	234	387	458
Approve	45	47	46	49	43	39	48	43
Disapprove	32	38	32	28	29	28	34	29
Don't know	23	16	22	23	28	33	18	28

**Mayoral Vote Preference**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Some other candidate	Undecided
Sample	845	344	499	201	22	0
Approve	45	47	42	51	26	0
Disapprove	32	32	32	24	56	0
Don't know	23	21	25	25	18	0

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	845	219	379	72	21	34
Approve	45	36	52	63	48	49
Disapprove	32	40	23	28	24	29
Don't know	23	23	25	9	28	22

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	845	64	137	103	93	112	154
Approve	45	59	43	42	55	49	53
Disapprove	32	22	38	27	27	36	28
Don't know	23	19	19	31	18	16	19

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**Mississauga to Afford \$3,8 Billion Transit Plan**

*'Do you agree or disagree Mississauga can afford \$3,8 billion for transit?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	845	70	110	217	214	234	387	458
Agree	34	36	40	31	32	28	34	34
Disagree	42	48	38	43	39	38	49	35
Don't know	24	16	22	26	29	34	17	31

**Mayoral Vote Preference**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Some other candidate	Undecided
Sample	845	344	499	201	22	0
Agree	34	33	34	36	20	0
Disagree	42	44	44	30	45	0
Don't know	24	23	22	34	34	0

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	845	219	379	72	21	34
Agree	34	30	39	44	35	41
Disagree	42	50	34	45	30	34
Don't know	24	19	27	11	35	25

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	845	64	137	103	93	112	154
Agree	34	56	31	34	40	38	36
Disagree	42	18	47	35	39	46	45
Don't know	24	27	22	31	21	16	20

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